ANTI-DOPING AGENCY OF SERBIA

VALUES IN SPORT

THE FOUNDATION OF CLEAN SPORT

Sport is much more than winning, medals or achieving results. It teaches us perseverance, discipline, respect, solidarity and responsibility. Through sport, we develop not only our physical abilities but also the qualities that shape us as people. That is why the true value of sport lies not only in how successful we are, but also in how we achieve that success.

At the heart of every sporting competition is the spirit of sport – a set of values and principles that give sport its special significance. The spirit of sport means striving to achieve the best possible results through hard work, dedication and the development of our own abilities, while respecting opponents, rules and the fundamental principles of fair play.

Clean sport is founded on the belief that everyone deserves the opportunity to compete on equal and fair terms, free from doping and unfair advantage. This is why the fight against doping is not simply a matter of following rules and preventing the use of prohibited substances and methods. Above all, it is about protecting the values that make sport important to individuals and society.

What values do we foster through sport?

The values of sport shape how we train, compete, treat others and respond to success and failure.

The spirit of sport is the celebration of the human spirit, body and mind. It is reflected in the following values that we find in and through sport, including:

Respect	respect for oneself, opponents, teammates, coaches, referees and the rules of sport
Fair play and honesty	competing fairly, without cheating, doping or attempting to gain an unfair advantage
Dedication and discipline	a willingness to keep working, learning and improving, even when the path to a goal is demanding
Courage and perseverance	the ability to face challenges, overcome obstacles and remain true to our values, even when doing so is difficult
Personal responsibility	taking responsibility for our own decisions, actions and behaviour in sport
Equality	the belief that every athlete deserves equal opportunities and fair conditions for competition

Togetherness and solidarity	supporting others, showing team spirit and recognising that sport brings people together regardless of their differences
Excellence and achievement	striving to fulfil our potential and achieve the best possible results through effort, knowledge and honest work
Fun and enjoyment	enjoying training, competition, friendship and all the experiences that sport brings

These values are not limited to elite athletes. They are equally important for children who are just beginning to train, recreational athletes, coaches, parents and everyone involved in sport in any way.

Why are these values important for clean sport?

Doping is not just a violation of sporting rules. It undermines trust among competitors, compromises the fairness of competition and can pose serious risks to athletes' health. At the same time, doping runs counter to the values that sport should develop and promote.

That is why one of the most important goals of anti-doping programmes is to enable athletes to develop and demonstrate their abilities without using prohibited substances and methods, while protecting their health, rights and dignity.

Clean sport is a shared responsibility

Promoting the values of sport involves much more than learning about anti-doping rules. It includes education, developing critical thinking, making responsible decisions, protecting health and creating a sporting environment in which the rights of all participants are respected.

Protecting clean sport is not the responsibility of athletes alone. Coaches, parents, healthcare professionals, sports federations and other members of the sporting community play an important role in building a culture that values honesty, knowledge, responsibility and mutual respect.

Every athlete has the right to fair competition, but also the responsibility to contribute to protecting the integrity of sport through their actions.

True sporting success is not only about what we achieve, but also how we achieve it.